# THE MOTION PICTURE WORLD—GOSSIP OF THE STUDIOS

## THE NEW MOVIES

By Robert E. Sherwood

HE Motion Picture Netos, a No list would be complete without assembled a jury of one hundred per- tations for every one but themselves. sons to elect the twelve individuals who have done most for the moviesas an industry and as an art.

problem resolved itself into a discus-sion as to which aspect of the motion pictures is the more important—the of First National industrial or the artistic. That same Press agents, a question has floored many movie critics before our time, and it is still but as individuals they are decidedly the basis of all arguments about the

Personally we are free to confess to laugh at their more self-conscious beat our sympathy is all with the that our sympathy is all with the artistic minority in its struggie with commercialism. But in preparing a list of twelve good men and true who have been of equal benefit to both sides we felt that our deep rooted

This is our selection, with reasons (such as they are) attached:

Charlie Chaplin, Adolph Zukor. David Wark Griffith. Charles Urban Mary Pickford. Samuel Rothafel. Thomas A. Edison. Jesse L. Lasky. William A. Johnsto Douglas Fairbanks.

samuel Nothalei, for instance, is an exhibitor—and therefore a local product. His activities are limited to one theater, and he isn't even in complete control at that, as it is owned by one of the large producing companies and therefore committed largely to its

program," and he has carried it to a state of approximate perfection. We believe that there is no theater in the "But I felt it was an imposition to be a state of approximate perfection." believe that there is no theater in the country wherein motion pictures are so effectively presented as the Capitol, here in New York. For this reason we nominate Mr. Rothafel as the greatest of all exhibitors—greater than Dr. Riesenfeld, Joseph Plunkett, Mastbaum of Philadelphia, Partington of San Francisco or Graumann of Los ("While, as I said, I am not selfish for money—money means very little

We have included both Adolph Zukor and Jesse Lasky in the list, al-though they are officials of the same company, because it seems to us that they are the only big magnates who have ever displayed any respect for the artistic possibilities of the movies. Although the box office has always Although the box office has always come first in their affections, they have made a sincere effort to improve the trouble in the movies. quality of their films—and in many cases they have succeeded. William Fox is undoubtedly a mar-

William Fox is undoubtedly a marvelous business man, but even his stanchest supporters cannot claim that he has aided the cinema to progress as an art. Samuel Goldwyn made the attempt, but was unable to carry it out. W. W. Hodkinson is perhaps the most intelligent and enlightened of all the producers at the lightened of all the producers at the second test and under the descriptions. Then an annual program is outlined for each of these stars. They must make a certain number of pictures, which will be ready for release on schedule time.

the pioneers in film production, but he has failed to keep up with the pro-

Joseph Schenck comes pretty close in every sense of the word. They conform to a certain set standard in cost, in time of production and in date of lass been personally responsible for the development of such stars as Norma and Constance Talmadge and Buster Kenton.

Rex Ingram is placed among the twelve because he directed 'The Four Horsemen of the Apocalypse"-the greatest movie of them all-and has

tremendous influence on the industry, at the head of their profession, and particularly on the exhibitors, throughly beneficial. Joseph Dannenberg of the Film Daily should also be mentioned in this connection.

away at movies for some twenty-six probably in January. years. He produced the first Kinema-color pictures, making films of the cover some new screen faces in British coronation of King George and the society, as Norma Talmadge has done subsequent Durbar, which were shown At any rate, he should make a big stir at the old Garden Theater, Since then he has been an indefatigable experi-menter in all varieties of fields. He has produced innumerable educational films, geographical, botanical and coming to the Rialto on Christmas Eve.

The name of Harold Lloyd would remain on our list, even if we had to character, Penrod Schofield. mightly. He has made comedies ga-lore, and every one of them has been facedibly successful. "A Sailor Made Man," we believe, has proved to be the reset for Constance Tal-madge.

John Emerson and Anita Loos have started West, where they will make another picture for Constance Tal-madge.

Garly and give the letter carriers a rest on Christmas Day."

We hope that every one will take another picture for Constance Tal-madge.

We regret that we have been unable, in all conscience, to include any scenario writers among the first twelve. John Emerson and Anita Loos might possibly be squeezed in, but

The rumor that J. D. Williams, saide from them there are no names of First National, is to be associated worthy of attention. It is an unfortunate fact that 90 per cent. of the persons who are responsible for movie sage: persons who are responsible for movic stories are nothing more than high priced hacks, with no individuality and no literary courage. They are afraid to compose anything that has not been composed eighty times before, and they permit their contempt for the public to undermine their attitude toward their work.

Sage:

"Albert E. Smith, president of the Vitagraph Company, said to-day that the published statement to the effect that Mr. J. D. Williams is connected with the Vitagraph Company is absolutely untrue and without foundation.

Mr. Williams is not associated with the Vitagraph Company in any capacity.

N.Y. Shool 148-150 Riverside Drive. at of Masic 2 An Music and the arts taught.

weekly trade paper devoted to some citation of the press agentsthe interests of exhibitors, has those obscure fellows who make repu-

There is, for instance, Harry D. Wilson, who has established Jackie Coogan as the most famous child in We happened to be a member of the world. There are also Arch Reeve this jury, and we found it most difficult to make our selection. The problem resolved itself into a discussible of the Buster Keaton problem resolved itself into a discussible of the Buster Keaton problem resolved itself into a discussible of the Buster Keaton problem resolved itself into a discussible of the Buster Keaton problem resolved itself into a discussible of the world. There are also Arch Reeve Dowling of Christie and Horace Judge

Press agents, as a class, may be attractive. They retain no illusions about anything, and they know how

#### Valentino Speaks.

In the January issue of Photoplay Magazine Rodolph Valentino addresses prejudice must be temporarily ig- his friends and admirers in an open letter. It contains the usual amount of bunk about "my dear public," but it also contains some frank and intelligent statements.

Having described his difficulties at the Paramount studio, he says: "My contract called for \$1,250 a

week. After I had paid for many of the clothes to be worn in my pictures (and every actor requires an extensive wardrobe of expensive clothes) and had answered thousands of fan letters every week, and sent my pictures when At least haif of the names on this list are so obvious as to need no explanation, and we venture to say that the majority of our ninety-nine fellow jurymen will agree with us. Chaplin, Griffith, Pickford, Fairbanks and Edison require no apologies. Some of the others, however, fur-pressed into a given number of feet of film to fit so many cans, like so many 

therefore committed largely to its private policies.

However, Mr. Rothafel has done more to develop movie presentation than any other man in the country. He was the first to experiment with the "unit utes and all supposed to cost approxi-

for money—money means very little to me and I have gone without it long enough to be used to it—I am selfish in wanting to make good pictures. I don't want to be a cog in a machine that grinds them out in a cut-and-dried fashion.

"Art cannot be measured by inches." This is true talk, and when Mr. Val-entino attacks the program he hits

The process of program picture production is conducted as follows:

A large company, such as the Fa-

present time, but he lacks the financial acumen of Adolph Zukor, and it is improbable that he will ever make more than a ripple in the industry.

Albert E. Smith, the president of the Vitagraph Company, was one of the pioneers in film production, but he amount of effect, but the graph of the production in the production of the photoplay will have a certain amount of effect, but the graph of the photoplay is the graph of the photoplay will have a certain amount of effect, but the graph of the photoplay is the graph of the photoplay will have a certain amount of effect, but the graph of the photoplay is the graph of the photoplay will have a certain amount of effect, but the graph of the photoplay is the graph of the photoplay will have a certain amount of effect but the graph of the photoplay is the graph of the photoplay will have a certain amount of effect but the graph of the photoplay is the graph of the gr

Program pictures are machine made

them over.

The quality of the picture makes no immediate difference, although it is bound to exercise a deadly effect in

the long run.
D. W. Griffith does not make prosupplemented it with three photo-plays which possess unusual distinc-Fairbanks, Rex Ingram, Richard Barthelmess, Mary Pickford, Charile Chaplin or Harold Lloyd. Unques-William A. Johnston is not known Chaplin or Harold Lloyd. Unquesto the public, but he has exerted a tionably that is why their names stand

#### Notes.

e mentioned in this connection.

Charles Urban has been working Jackie Coogan is going to Europe

in the European capitals-

It was the first of his adolescent stories, and introduced that marvellous

the most profitable motion picture of the year. To obtain his effects he has never hit below the belt. He has always been clean, spontaneous and straightforward.

We are assured that George Ade's December 25 are telestory, "Back Home and Broke," in which Thomas Meighan appears, contains no cabaret scene, no cigarettes, no cocktails, no triangle plots, no viino rocktails, no triangle plots, no vil-lains, no boudoir scenes and no boot-

The rumor that J. D. Williams, late

#### Screen Stars in Some of the Current Photo Plays



#### Pictures of the Week

SWEET

BOWERS

ASTOR-"The Town That Forgot God," directed by Harry Mil-CAMEO-"The Danger Points," di-

rected by Lloyd Ingraham. APITOLyer," adapted from the novel by Charles Felton Pidgin. Directed by Clarence G. Badger, with a cast which includes John Bow-ers, Blanche Sweet, Lon Chaney, Barbara La Marr and Elmo Lin-

CRITERION - Marion Davies in "When Knighthood Was in Flower," directed by Robert G.

LYRIC — Douglas Fairbanks in "Robin Hood," directed by Allan

RIALTO-Wallace Reid in "Thirty Days," directed by James

RIVOLI-Jack Holt in "Making a STRAND—Wesley Barry in "He-roes of the Street," directed by

William Beaudine.

that there are to be changes in the personnel and policy of the Vitagraph lated by unscrupulous competitors." Without knowing exactly who the "unscrupulous competitors" may be we shall have to take the Vitagraph Company at its word and assume that Mr. Williams is still jobless.

Thanks to Will H. Hayes, who used to be in the letter carrying game him-self, the motion picture industry is devoting itself to spreading the mes-sage: "Do your Christmas mailing early and give the letter carriers a rest

We are assured that George Ade's December 25 are telephone operators

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Sophie Treadwell, author of "Gringo, produced by Guthrie McClintic, the play of Mexican life now at the Comedy Theater, was an actress carly in her career, although she is better known in New York as a newspaper writer. She was born in California, of mixed Spanish and American ancestry, and spent two years in stock in her native State-with the Morosco stock company in Los Angeles and at the Aleazar Theater in San

She attracted the attention of Mme Modjeska and received at her hands personal instruction in all phases of acting and was taught all the important roles for women. In spite of the year's drill in Shakespearean and other roles Miss Treadwell never went back to the stage There was a reason

One day Mme. Modjeska received a letter from an actress who was possessed of great acting ability but of no great physical beauty. This actress had en a member of Modjeska's company and the latter said she was capable of playing the biggest roles the theater had to offer a woman. But her letter stated that she was starving to death in New York—that no manager would engage her because of her lack of

beauty.

Mme. Modjeska advised Miss Treadwell to give up all idea of acting and devote her energies to something else. Soon thereafter Miss Treadwell went into newspaper work on the San Francisco Bulletin and began to write plays. When she came to New York several years ago she got into newspaper work and has continued in that profession most of the time since. In private life she is the wife of William O. McGeehan, sporting editor of The New York Headle.

#### Actor's Arm Travels Two Miles Every Week

Those who have seen "The World We Live In" invariably wonder how the Blind Ant in the ant scene is able to wave his arm back and forth like a metronome for the entire act. Back, forth: back, forth. One, two, three, four, counts the Bling Ant. The ants march in their industrial treadmill. One, two, three, four the Blind Ant counts. The gray, drab sky glows with the red of war. One, two, three, four. Soldiers march past; battle rages. Still waves the arm of the Blind Ant like a flail. Darkness shrouds the world on the stage, and, when light seeps through, red, sullen, the arm of the Blind Ant is

still there, like the flag.

How can a man wave his arm back and forth unceasingly for twenty-nine or thirty minutes, that being the duration of the act? There are some who could not do it. But Paul Irving, who plays this part, is not one of them. And, as'de from playing many special characterizations, he has had no training for this difficult physical feat. Irving explains his ability through no other reason than:

Hhythm.
"The siren off stage gives me the time. The rest is easy."
Yet his arm travels two miles a week, Still, Irving likes his place in the play. For, unlike many young actors, he en Joys the creation of characters that Joys the creation of characters that stand out in a performance. And, in "The World We Live In," he says he has found the most interesting work of his career. He began his stage career when quite young, his first appearance of importance being as the decrepit Austrian Ambassador with Arnold Daly and Virginia Harned in "Josephine." He also appeared with Mr. Daly in "The Master" and "Democracy's King," And next his work with the Barrymores in "The Jest." More lately he was seen as Dumtong in "The Rose of China" and as Houssaim with Delysia in "Afgar."

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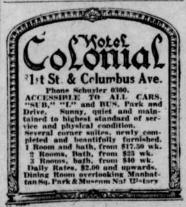
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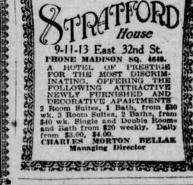
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